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COACHING COMES OF AGE:

FUN & CREATIVE CARTOON DECODES WELLNESS COACHING

Wellcoaches® Founder and CEO Margaret Moore Explains How and Why Wellness Coaching Works

November 3, 2008 Wellesley, MA -- It used to be that people who were stressed out or overweight were told to “get a grip.” Now they’re being referred to a wellness coach to “get it done.”

And they’re heeding the advice in record numbers. Massachusetts-based Wellcoaches Corp., which has set the gold standard for the profession of certified wellness coach in strategic partnership with the American College of Sports Medicine (ACSM), will train 1,200 coaches this year, up from 100 five years earlier. Coaching clients across the country number more than 30,000.

The success, however, did not come by accident nor did it come overnight. Margaret Moore (aka Coach Meg), CEO and founder of Wellcoaches, and her team has spent the past eight years establishing the standards for professional coaches in healthcare and building a scientific foundation for coaching psychology. Coaches help clients take charge and optimize health and well-being, making a dent in the next overwhelming financial crisis where healthcare costs of preventable diseases will bankrupt the US economy within 20 years if not abated.

It seems that this is exactly what the doctor ordered. Last month, Moore and Carol Kauffman, PhD, launched the inaugural McLean Hospital/Harvard Medical School conference “Coaching: A New Horizon—Theory, Emerging Evidence & Practice,” which brought together the field’s international founding contributors, who introduced nearly 500 physicians, psychologists, health professionals, and coaches, to the theory, research, applications, and practices of coaching psychology and its application in the domains of executive, life, and health/wellness coaching.

During the conference Moore unveiled her cleverly animated cartoon that draws from constructive - developmental psychology to simply explain how coaching works. Constructivists study how we construct our own reality, and developmental psychologists have defined how we grow over our life span. Constructive developmental psychologists study the evolution in how we construct the meaning of our experiences over time. Coaches help clients to navigate a constructive development cycle or growth cycle, inventing a new reality, constructing a path, and reaching their full potential.

“How Coaching Works” is a 3.5-minute cartoon that shows a client facing a challenging road ahead and engages a well-equipped coach to successfully navigate the journey – a cycle of change and growth – to reach his best self – visit www.wellcoaches.com/CoachMegVideo.htm or YouTube at www.youtube.com/watch?v=UY75MQte4RU.

The cartoon depicts the coach with his box of psychological tools used to empathize, inspire, construct, support, navigate, challenge, bounce back, change, and self-actualize. We see the client working to construct a vision which beckons using the pencil provided by the coach. When it’s time to jump to the next step, the coach

provides a trampoline or a supporting ladder. When the client falls back, the coach is right there with a safety net and another pencil to construct a revised path. And when he succeeds, the coach celebrates with him.

The cartoon is being used worldwide by Wellcoaches wellness coaches to demystify coaching, describe its power, and help clients better appreciate the potential coaches offer.

Experts agree that coaching is coming of age. This cartoon is an important step along that path as the coaching industry strives to reach its “best self” —while helping others reach theirs. Coaches are dedicated to helping people take charge, master the opportunities which adversity brings, and reach their full potential in all walks of life. This powerful new cartoon depicts simply the scientific foundation of coaching and inspires coaches and clients to work together to get it done.

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ABOUT WELLCOACHES CORPORATION www.wellcoaches.com
Wellcoaches connects consumers with the best wellness coaches and delivers the award-winning EAC®, Employee Assistance Coaching program, including executive wellness coaches to employers in collaboration with Wells Fargo Health Solutions. The Wellcoaches coach training school has trained more than 3,000 coaches, in partnership with Wellcoaches shareholder, the American College of Sports Medicine (www.acsm.org).

In May 2008, Wellcoaches was issued a seminal and broad U.S. business method patent for web-supported personal coaching for health, co-invented in 1999 by Coach Meg and Paul Clark, a prominent patent attorney.

Wellcoaches is supporting coaching research studies to prevent disease and improve life satisfaction in the areas of weight loss, cardiovascular disease, cancer survivors, metabolic syndrome, and depression.

ABOUT COACH MEG Margaret Moore, BS, MBA, CEO & Founder, Wellcoaches Corporation www.coachmeg.com

Margaret Moore founded Wellcoaches in 2000 following 17 years as an executive in the biotechnology industry in the US, UK, Canada, and France. She shifted her focus from the high tech side of medicine to prevention and well-being, and is widely known for her leadership in establishing the field of wellness coaching.

Ms. Moore is co-founder of the McLean Hospital/Harvard Medical School Coaching & Positive Psychology Initiative and annual Coaching Psychology Conference (visit www.harvardcoaching.org). She has published several papers and the in-press Lippincott Williams & Wilkins Coaching Psychology Manual, the first coaching textbook in healthcare.